

INDEX OF ARTICLES IN BANK MARKETING

Major articles published in *Bank Marketing*
during 1989, arranged by subject category.
Reprints are available from BMA's Information Center.

ADVERTISING

- "Cartoons Add an Element of Fun to a Serious Business," Kenneth Foushee (March, p. 49).
- "Clearing Up the Mysteries of Radio Advertising," Sheldon Weiss (February, p. 41).
- "Clubs for the Mature, Affluent, and Wise," Murray Raphael (August, p. 49).
- "Five Myths About Automobile Loans," Murray Raphael (April, p. 41).
- "Guidelines for Successful Financial Advertising," Tyrus C. Ragland (September, p. 72).
- "The Hidden Medium: Cable Television," Sheldon Weiss (May, p. 42).
- "How To Lose Wait," Murray Raphael (June, p. 49).
- "I Don't Need To Advertise. . . Everybody Knows Me," Sheldon Weiss (October, p. 42).
- "If You Don't Like This Headline, You Probably Won't Read This Column," Murray Raphael (January, p. 43).
- "If Your Products Are Similar, Your Ads Must Be Different," Sheldon Weiss (July, p. 95).
- "Slogans. . . Jingles. . . Logos," Sheldon Weiss (November, p. 41).
- "No One Has the Formula," Norman Grey (December, p. 40).

AUTOMATED TELLERS

- "A Positive Pricing Strategy for ATMs," Catherine Bond Nease (February, p. 26).

COMMUNITY RELATIONS

- "Door to Door Promo Reaps Idaho Goodwill," Michael J. Moser (November, p. 16).
- "It Pays To Pursue The 'Hometown' Niche," Richard W. Smith (February, p. 22).

CUSTOMER COMMUNICATIONS

- "Ask Your Customers What They Want," Paula J. Haynes and Marilyn M. Helms (October, p. 32).
- "The More You Tell, The More You Sell," Bob Larranaga (January, p. 31).

- "One Thing For Sure, We Listen," J. Douglas Adamson (June, p. 2).

CUSTOMER RELATIONS

- "Customer Service: The Other Face of Sales," Jeffrey Senné (November, p. 18).
- "Put Up or Pay Up," D. Dale Browning, (September, p. 52).
- "Putting the 'Relations' Into Relationship Banking," Deborah Cowles (April, p. 38).
- "Three Ingredients of Effective Customer Service Marketing," Mary Coulter, Ronald L. Coulter, and Ronald D. Taylor (December, p. 28).

DIRECT MAIL

- "Picking Lists That Hit the Target," Ann Scalia (April, p. 30).
- "Selling Overdraft Credit Lines by Mail," Terence M. Graunke (June, p. 37).

EMPLOYEE INCENTIVES

- "Product Knowledge Shoot Out Fires 'Em Up in the Heartland," Janis Friesen (July, p. 30).

FINANCIAL PLANNING

- "Financial Planning: Will Customers Pay For It?" David Karns, Joseph Castellano, and Harper Roehm (July, p. 34).

IMAGE

- "Image Management: A Source of Strategic Advantage," Russ Alan Prince (October, p. 28).
- "Picture This: New Technique Sharpens Image," Edward J. Vatz (May, p. 38).

MANAGEMENT

- "Finding Marketing's Fit," J. Douglas Adamson (September, p. 4).
- "Managing the Future: A Tale of Cultural Change," Bruce W. Cook, Andrew J. List, and Donald J. Savera (January, p. 40).
- "The Nine Principles of War," Cass Bettinger (December, p. 32).

MARKET RESEARCH

- "Learning All About Specialization the Hard Way: From the Thrifts," J.

- Douglas Adamson (February, p. 2).
- "The Role of Research in Strategy Development," Carl Lewis (September, p. 66).
- "Study Reveals Issues Faced by Marketers," Nancy Peck-Gray and Dr. Stanley I. Buchin (March, p. 36).

MARKET SEGMENTATION

- "Adding Segmentation Power to Your MCIF Through Survey Research," Donald Fuller (April, p. 37).
- "Effective Advertising Requires Audience Segmentation, Targeting," Robert McKim (June, p. 26).
- "Measuring Service Quality at the Phone Company," Bruce F. Grabell (April, p. 47).

MARKETING PLANNING

- "Everyone Into the Pool," Lance E. Kessler (September, p. 42).
- "How To Make Those Charitable Dollars Work Harder for Your Bank," Elisabeth B. Newberry (September, p. 32).
- "Lean, Mean Marketing Machines," Lawrence R. Quinn (May, p. 20).
- "Managing the Complicated Marketing Structure," Peter Vajta (March, p. 40).
- "A Market-Driven Approach to Customer Newsletters," Kevin B. Tynan (July, p. 28).
- "Marketers in Crisis—Riding Out the Thrift Storm," Lawrence R. Quinn (April, p. 20).
- "Marketing Main Street to Wall Street," Edmund R. Belak, Jr. (September, p. 57).
- "What's Ahead For The '90s?" Nancy A. Boudreau (October, p. 18).

MARKETING TECHNOLOGY

- "Banks Discover Live TV," Ruth Macy (June, p. 34).
- "Baseline Analysis: An Analytical Tool for Profitability," Robert P. Noss (February, p. 30).
- "Platform Automation: Back to the Basics," Edwin D. McDonell and Michael J. Rubin (September, p. 48).

INDEX OF ARTICLES IN BANK MARKETING

Major articles published in *Bank Marketing*
during 1989, arranged by subject category.
Reprints are available from BMA's Information Center.

ADVERTISING

- "Cartoons Add an Element of Fun to a Serious Business," Kenneth Foushee (March, p. 49).
- "Clearing Up the Mysteries of Radio Advertising," Sheldon Weiss (February, p. 41).
- "Clubs for the Mature, Affluent, and Wise," Murray Raphael (August, p. 49).
- "Five Myths About Automobile Loans," Murray Raphael (April, p. 41).
- "Guidelines for Successful Financial Advertising," Tyrus C. Ragland (September, p. 72).
- "The Hidden Medium: Cable Television," Sheldon Weiss (May, p. 42).
- "How To Lose Wait," Murray Raphael (June, p. 49).
- "I Don't Need To Advertise . . . Everybody Knows Me," Sheldon Weiss (October, p. 42).
- "If You Don't Like This Headline, You Probably Won't Read This Column," Murray Raphael (January, p. 43).
- "If Your Products Are Similar, Your Ads Must Be Different," Sheldon Weiss (July, p. 95).
- "Slogans . . . Jingles . . . Logos," Sheldon Weiss (November, p. 41).
- "No One Has the Formula," Norman Grey (December, p. 40).

AUTOMATED TELLERS

- "A Positive Pricing Strategy for ATMs," Catherine Bond Nease (February, p. 26).

COMMUNITY RELATIONS

- "Door to Door Promo Reaps Idaho Goodwill," Michael J. Moser (November, p. 16).
- "It Pays To Pursue The 'Hometown' Niche," Richard W. Smith (February, p. 22).

CUSTOMER COMMUNICATIONS

- "Ask Your Customers What They Want," Paula J. Haynes and Marilyn M. Helms (October, p. 32).
- "The More You Tell, The More You Sell," Bob Larranaga (January, p. 31).

- "One Thing For Sure, We Listen," J. Douglas Adamson (June, p. 2).

CUSTOMER RELATIONS

- "Customer Service: The Other Face of Sales," Jeffrey Senné (November, p. 18).
- "Put Up or Pay Up," D. Dale Browning, (September, p. 52).
- "Putting the 'Relations' Into Relationship Banking," Deborah Cowles (April, p. 38).
- "Three Ingredients of Effective Customer Service Marketing," Mary Coulter, Ronald L. Coulter, and Ronald D. Taylor (December, p. 28).

DIRECT MAIL

- "Picking Lists That Hit the Target," Ann Scalia (April, p. 30).
- "Selling Overdraft Credit Lines by Mail," Terence M. Graunke (June, p. 37).

EMPLOYEE INCENTIVES

- "Product Knowledge Shoot Out Fires 'Em Up in the Heartland," Janis Friesen (July, p. 30).

FINANCIAL PLANNING

- "Financial Planning: Will Customers Pay For It?" David Karns, Joseph Castellano, and Harper Roehm (July, p. 34).

IMAGE

- "Image Management: A Source of Strategic Advantage," Russ Alan Prince (October, p. 28).
- "Picture This: New Technique Sharpens Image," Edward J. Vatz (May, p. 38).

MANAGEMENT

- "Finding Marketing's Fit," J. Douglas Adamson (September, p. 4).
- "Managing the Future: A Tale of Cultural Change," Bruce W. Cook, Andrew J. List, and Donald J. Savera (January, p. 40).
- "The Nine Principles of War," Cass Bettinger (December, p. 32).

MARKET RESEARCH

- "Learning All About Specialization the Hard Way: From the Thrifts," J.

- Douglas Adamson (February, p. 2).
- "The Role of Research in Strategy Development," Carl Lewis (September, p. 66).
- "Study Reveals Issues Faced by Marketers," Nancy Peck-Gray and Dr. Stanley I. Buchin (March, p. 36).

MARKET SEGMENTATION

- "Adding Segmentation Power to Your MCIF Through Survey Research," Donald Fuller (April, p. 37).
- "Effective Advertising Requires Audience Segmentation, Targeting," Robert McKim (June, p. 26).
- "Measuring Service Quality at the Phone Company," Bruce F. Grabell (April, p. 47).

MARKETING PLANNING

- "Everyone Into the Pool," Lance E. Kessler (September, p. 42).
- "How To Make Those Charitable Dollars Work Harder for Your Bank," Elisabeth B. Newberry (September, p. 32).
- "Lean, Mean Marketing Machines," Lawrence R. Quinn (May, p. 20).
- "Managing the Complicated Marketing Structure," Peter Vajta (March, p. 40).
- "A Market-Driven Approach to Customer Newsletters," Kevin B. Tynan (July, p. 28).
- "Marketers in Crisis—Riding Out the Thrift Storm," Lawrence R. Quinn (April, p. 20).
- "Marketing Main Street to Wall Street," Edmund R. Belak, Jr. (September, p. 57).
- "What's Ahead For The '90s?" Nancy A. Boudreau (October, p. 18).

MARKETING TECHNOLOGY

- "Banks Discover Live TV," Ruth Macy (June, p. 34).
- "Baseline Analysis: An Analytical Tool for Profitability," Robert P. Noss (February, p. 30).
- "Platform Automation: Back to the Basics," Edwin D. McDonell and Michael J. Rubin (September, p. 48).

MERGERS AND ACQUISITIONS

- "After The Merger: The Name Problem," Glenn Monigle (May, p. 28).
"Marketers Know First Hand: More Than Dollars Required To Pull Off Successful Mergers," J. Douglas Adamson (May, p. 2).
"Mergers: Learning How To Sort Out The Confusion," Barry L. Wisdom and Ronald Kline (May, p. 26).

MIDDLE MARKET

- "A Relationship Management Strategy for the Middle Market," Russ Alan Prince (May, p. 34).

PRICING

- "Relationship Pricing for Your Best Customers," Deborah L. Cowles and Michael W. Little (November, p. 20).
"Wow! Inflation at 10% a Day?!", Guillermo Luis O'Connor (November, p. 30).

PRODUCT DEVELOPMENT

- "Build It, Use It, Sell It," Lawrence P. Lonergan (April, p. 35).
"There's Big Business in Small Businesses," John Cicco, Jr. and Russ Alan Prince (August, p. 42).

PRODUCT MANAGEMENT

- "How Product Managers Can Help Sales Force," Carl R. Knoch (March, p. 46).
"Is Everyone Singing from the Same Song Book?" Roger Pell (June, p. 42).
"Product Management: Still A Ways To Go," William J. Wichman (March, p. 44).

PUBLIC RELATIONS

- "Give Management Some PR That Can Be Measured," A. C. Croft (June, p. 30).
"A G-R-A-N-D Opening," James Rubenstein (January, p. 28).
"The Role Of PR in the Strategic Marketing Mix," William J. Manassero (April, p. 31).

RESEARCH

- "Focus Groups: Helpful Or Harmful?" Thomas L. Greenbaum (March, p. 26).
"How A California Bank Uses Image Research," Guy R. Henshaw (March, p. 20).
"Marketing Financial Services in A Fragmented Market," Jan L. Davis (January, p. 25).
"Mid-Sized Banks Frustrated as They Try Strategic Planning," Peter Alworth (October, p. 36).

RETAIL BANKING

- "About Those Free Checking Programs," Kevin B. Tynan (April, p. 34).

"Are Your Branches Out on a Limb?," Gary Tandy and Robb Stovel (November, p. 26).

"Coupons Tiptoe Into Financial Marketing," Kevin B. Tynan (August, p. 48).

"Getting the Goods on Supermarket Branches," Marybeth Kelsey (November, p. 14).

"Guerrilla Marketing Tactics That Work," Kevin B. Tynan (May, p. 32).

"A Low-Cost/Price Checking Account That Works," Richard W. Cook (August, p. 46).

"Marketing Tips From Neiman-Marcus," Kevin B. Tynan (March, p. 24).

"Maximizing the Credit Customer," Noel Steinberger (September, p. 36).

"Shoppers Aid Quality Effort," Ruth Fall-Matranga (June, p. 24).

"Some Ideas for Tapping The Student Loan Market," Tom Conway (May, p. 24).

SALES CULTURE

"What the Sales Culture Is Not," Kelsey L. Moline (September, p. 34).

SALES MANAGEMENT

"Avoiding Ups and Downs of the Sales Cycle," Stephan Schiffman (July, p. 24).

"A Better Report Card for Bank Sales Efforts," John A. Pratt (May, p. 18).

"Branch Managers, At Last, Take On Sales Mantle," Art Zimmerman (April, p. 26).

"Cold Calling by Telephone," Angela C. Gehegan and John J. Gehegan (December, p. 35).

"Eleven Types of Sales Call Reluctance," Gregg T. Medlyn and Donald J. Minnick (June, p. 40).

"Empathy, Ego Drive Are Key Sales Qualities," Mark R. Friedman (October, p. 38).

"How To Make Sales Meetings Work for You," Linda W. Bryant (October, p. 23).

"How To Turn Line Managers Into Sales Managers," Susan A. Smith (January, p. 35).

"Nineteen Things Salespeople Don't Do," Stephan Schiffmann (February, p. 20).

"Performance Models: A Key to Sales Success," Darrell R. Baber (February, p. 37).

"Relationship Banking: Short Yardage or Touchdowns?," Susan L. Weber (December, p. 22).

"Revisiting 'Bankers Who Sell,'" Kelsey L. Moline (April, p. 18).

"The Sales Ambush: Getting Hit With Bad News," Linda Richardson (March, p. 30).

"Sales Meetings—Used And Abused," Arthur Miller (August, p. 25).

SALES TRAINING

- "Cross-Selling Training with Bottom-Line Results," Louise M. Miner and Susan Zemke (December, p. 25).
"The Pitch May Be Hokey, But It Works at First Security," James Rubenstein (June, p. 20).

SENIOR CITIZENS MARKET

- "Don't Take Your Seniors for Granted," Marcie Massie (November, p. 33).
"The Mature Market: Barnett's Lifestyle Approach," Judie MacDonald (August, p. 34).
"The Mature Market: A Golden Opportunity," Michael P. Sullivan and Vicki Thomas (August, p. 32).
"The Mature Market: Sponsoring Senior Olympics," Jennifer Single (August, p. 37).
"Ten Ways To Reach Seniors by Mail," George S. Wachtel (August, p. 40).

SERVICE QUALITY

- "Survey Reveals Banks Slow To Act on Service Quality," J. Douglas Adamson (December, p. 4).
"Five Barriers to Quality Service Delivery," Laura A. Liswood (September, p. 38).
"The Five Ways Quality Pays," Gregory E. Madsen (February, p. 34).
"How To Make Service Excellence Happen," James P. Brewton (March, p. 32).
"How Well Do You Score on Service Quality?" Edward T. Cannie (July, p. 26).
"Improving Service Quality Behavior," Gregory E. Madsen (October, p. 40).
"Internal Marketing of Service Quality," Sybil F. Stershic (September, p. 60).
"The Role of Incentives in Service Quality," Douglas C. Smith (October, p. 20).
"Service Quality Improvement: Five Steps To Get You Started," James P. Brewton (December, p. 38).
"What Airline Deregulation Can Teach Banks," Karen L. Kallet (February, p. 16).

TELEMARKETING

- "12 Pitfalls in Bank Telemarketing and How To Avoid Them," Vera Cooley (January, p. 18).
"The Planning Side of Telemarketing," Richard Herzog (January, p. 20).
"How Telemarketing Helps Shawmut Sell Cash Management Services," Betty Haley (January, p. 22).

TOOLS OF THE TRADE

- "Cookbooks: A Premium With Sizze," (March, p. 54).